

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY KUALA LUMPUR

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E.O. 11652: N/A

TAGS:BEXP, MY

SUBJECT:REQUEST FOR MARKET BRIEF ON PROCESS CONTROL

--- INSTRUMENTATION MARKET IN MALAYSIA

1. IN SUPPORT OF PROCESS CONTROL INSTRUMENTATION EXHIBITION BEING PLANNED FOR USRTC SINGAPORE (DEC. 7-10), OIM WOULD APPRECIATE RECEIVING MARKET BRIEF COVERING MALAYSIAN MARKET OPPORTUNITIES. MARKET DATA IS NEEDED BOTH FOR PLANNING OF EVENT AND FOR DISSEMINATION TO U.S. INDUSTRY DURING EXHIBITOR SOLICITATION.

2. MARKET BRIEF SHOULD PROVIDE A CURRENT OVERVIEW OF THE PROCESS CONTROL INSTRUMENTATION MARKET IN MALAYSIA, INCLUDING PROJECTIONS FOR THE MARKET THROUGH THE YEAR 1980. PLEASE SHOW STATISTICS ON THE FOLLOWING:

(A) INDICATE THE ESTIMATED SIZE OF THE MARKET FOR PROCESS CONTROL INSTRUMENTATION IN CY 1974, 1975, AND 1980.

(B) INDICATE THE LEVEL OF IMPORTS, EXPORTS, AND PRODUCTION
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OVER THE ABOVE PERIOD.

(C) FOR THE SAME YEARS SHOW THE U.S. SHARE OF MALAYSIA'S IMPORTS, AND INDICATE MAJOR THIRD COUNTRY SUPPLIERS AND

THEIR ESTIMATED MARKET SHARE.

(D) DISCUSS MARKETING PRACTICES OF THIRD COUNTRY SUPPLIERS THAT PARTICULARLY CONTRIBUTE TO THEIR COMPETITIVE POSITIONS IN THE MARKET.

(E) DISCUSS MARKETING ADVANTAGES, IF ANY, HELD BY DOMESTIC PC MANUFACTURERS OVER U.S. SUPPLIERS.

(F) FORECAST THE GROWTH RATE IN TOTAL LOCAL CONSUMPTION BETWEEN 1975 AND 1980. DISCUSS BRIEFLY, ECONOMIC, SOCIAL, AND OTHER FACTORS EXPECTED TO BE IMPACTING THE CHANGE IN MARKET SIZE FROM 1975 TO 1980.

(G) IDENTIFY AND DISCUSS SPECIFIC TYPES OF U.S. PC CONTROL INSTRUMENTATION FOR WHICH THE MARKET APPEARS TO HOLD PARTICULAR PROMISE OVER THE NEXT FIVE YEARS (1976-1980).

(H) IDENTIFY MAJOR END-USERS AND MARKET SECTORS THAT OFFER THE BEST OPPORTUNITIES FOR SALES OF PC INSTRUMENTATION (PETROLEUM INDUSTRY, CHEMICALS, AND FOOD PROCESSING INDUSTRIES, ETC.) RATE INDUSTRIES ACCORDING TO ESTIMATED PERCENTAGE SHARE OF TOTAL INDUSTRY CONSUMPTION OF PC INSTRUMENTATION IN 1975 AND 1978.

(I) DISCUSS MARKET CONDITIONS (E.G., GOVERNMENT PLANS OR POLICIES OR MAJOR INDUSTRY CHANGES) WHICH MIGHT FACILITATE OR IMPEDE IMPORTATION AND SALES OF U.S. INSTRUMENTATION.

3. A LIST OF MAJOR CATEGORIES OF PC INSTRUMENTATION FOR EMBASSY'S USE IN UNDERTAKING MARKET RESEARCH LISTED BELOW:

PROCESS CONTROL DEVICES, INSTRUMENTS, AND SYSTEMS
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I. DEVICES AND INSTRUMENTS

--- (A) SENSORS, TRANSDUCERS, HARDWARE

--- TEMPERATURE (THERMOMETERS AND PYROMETERS)

--- PRESSURE/VACUUM

--- FLOW

- LIQUID LEVEL
- DENSITY
- THICKNESS, VELOCITY, OTHER VARIABLES
- PH AND OXIDATION-REDUCTION POTENTIAL (ORP OR
- REDOX)
- HUMIDITY

MOISTURE CONTENT OF SOLIDS
CONDUCTIVITY
MATERIAL COMPOSITION
OPTICS, OTHER MATERIAL PROPERTIES

(B) CONVERTERS

POWER (AC, DC)
SIGNAL
MEDIUM-INTERFACE

(C) TRANSMITTERS

1. BY APPLICATION

TEMPERATURE
PRESSURE
FLOW
LEVEL

2. BY MODE OF OPERATION

PNEUMATIC
ELECTRIC/ELECTRONIC
HYDRAULIC
TELEMETRIC
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(D) CONTROLLERS (ANALOG)

TEMPERATURE
PRESSURE
FLOW AND LEVEL INDICATING
PROPORTIONAL PLUS RESET
PROPORTIONAL PLUS RESET PLUS DERIVATIVE
ELECTRIC
PNEUMATIC

(E) MONITORS, DATA LOGGERS, AND ALARMS

(F) INDICATORS, RECORDERS, READOUTS

TEMPERATURE

(G) ELECTRICAL PANEL METERS

(H) FINAL CONTROL ELEMENTS (VALVES AND OTHER)

II. SYSTEMS

(A) MEASURING AND CONTROL

SINGLE-VARIABLE

MULTI-VARIABLE

CASCADE PNEUMATICE

ELECTROPNEUMATIC

ANALOG

DIGITAL

(B) MONITORING

4. EMBASSY'S COOPERATION IN PREPARING REPORT IN AIRGRAM
FORM TO REACH OIM BY MAY 28 WOULD BE APPRECIATED. SHOULD
EMBASSY FEEL ITS WORKLOAD ALREADY HEAVY WITH OTHER MARKET
BRIEFS AND ITS INVOLVEMENT IN USAQUIP'76 WOULD PRECLUDE

MEETING THIS DEADLINE, OIM MIGHT, IN THIS INSTANCE, BE
ABLE TO PROVIDE UP TO DOLLARS U.S. 950 FOR A CONTRACT
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MARKET BRIEF. PLEASE ADVISE. KISSINGER

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